

## Internet linkage with broadcast TV

**Patent number:** EP0901284  
**Publication date:** 1999-03-10  
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**Classification:**  
 - international: H04N7/08  
 - european: H04N7/088  
**Application number:** EP19980116100 19980826  
**Priority number(s):** US19970924236 19970905

**Also published as:**

EP0901284 (A3)

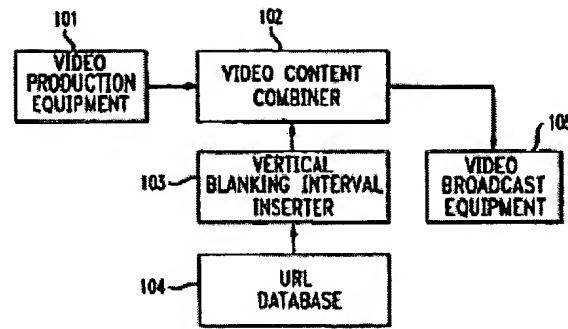
**Cited documents:**

WO9727546  
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### Abstract of EP0901284

Signals corresponding to Uniform Resource Locators (URL's) are inserted directly into a broadcast television signal, advantageously in portion of the vertical blanking interval available for closed captioning information. When a television signal with the embedded URL is received in an Internet capable television, the presence of the URL is indicated to the viewer, such as by causing a small, transparent, overlay icon to be displayed on the TV screen. When a viewer thereafter actuates a special button on their wireless (infrared), or wired, remote control, the URL information contained in the television signal is extracted and sent to the portion of the television, or auxiliary device, used to establish an Internet connection. The viewer is then able to gain access to the Internet site having the address specified by the URL, which site will generally contain information associated with the television programming.

**FIG. 1**



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